
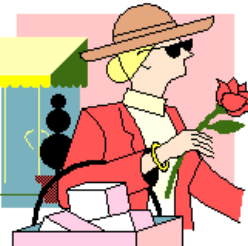



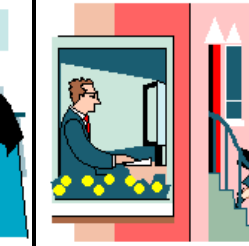


Property Profile
8800 Highland Dr.
8800 Highland Dr., Sandy, UT 84093



Market Specific Criteria	Geography List	Utah
Predominant Consumer Lifestyles	41.7% American Dreams 26.4% Winner's Circle 23.0% Kids & Cul-de-Sacs 8.4% Big City Blend 0.4% Executive Suites 0.1% Urban Achievers	5.5% Boomers & Babies 5.1% Big City Blend 4.7% Kids & Cul-de-Sacs 4.4% Town & Gowns 4.4% Single City Blues 4.2% Starter Families
2002 Population	26,213	2,296,798
2002 HHs	7,704	722,318
5 Year Market Growth	-2.6%	6.5%
Business Population	4,042	1,148,991
Average HH Size	3.4	3.2
Median Age	32.7 years	27.2 years
Population Age Under 5	6.4%	9.3%
Population Age 5 - 14	17.9%	17.2%
Population Age 15 - 17	7.5%	5.6%
Population Age 18 - 24	11.6%	14.5%
Population Age 25 - 34	8.7%	14.2%
Population Age 35 - 44	14.1%	13.0%
Population Age 45 - 54	18.2%	11.0%
Population Age 55 - 64	9.9%	6.8%
Population Age 65+	5.7%	8.4%
White/ Blue Collar Ratio	79.0% / 21.0%	58.7% / 41.3%
Education Level	38.3% 4+ yrs college 31.7% <4 yrs college	21.7% 28.0% 4+ yrs college
Average HH Income	\$120,406	\$65,291 <4 yrs college
Median HH Income	\$99,664	\$51,893
Per Capita Income	\$35,387	\$20,533
Income \$35,000-\$49,999	7.6%	16.5%
HH Income \$50,000+	83.6%	52.1%
HH Income \$75,000+	68.1%	28.6%
HH Income 100,000+	49.8%	15.0%
Homeowners %	92.5%	71.6%
Ethnicity	94.7% White 0.4% Black 2.5% Asian Pac. Isl. 2.9% Hispanic	88.8% White 0.8% Black 2.4% Asian Pac. Isl. 9.6% Hispanic

Consumer Lifestyle Profile
(Geography List)
8800 Highland Dr., Sandy, UT 84093

Cluster Name Socio-Economic Rank % of Total Households						
	American Dreams Upper Middle 41.7%	Winner's Circle Wealthy 26.4%	Kids & Cul-de-Sacs Affluent 23.0%	Big City Blend Middle 8.4%	Executive Suites Affluent 0.4%	Urban Achievers Middle 0.1%
Predominant Characteristics	Established urban immigrant families	Executive suburban families	Upscale suburban families	Middle-income immigrant families	Upscale white-collar couples	Mid-level white-collar urban couples
	Descendants of multi-ancestries	Prolific spenders; New Money	Ranked first in married couples with children	Most ethnically diverse of the Urban Midscale clusters	Well-educated, ambitious and competent	Often found near urban public universities
	Live in multi-racial, multi-lingual neighborhoods	Well-educated, mobile	Large 4+ person families	Have large families	Tomorrow's Winner's Circle, 10 years younger	Ethnically diverse with a blend of youth and age
	Tend to have big families	Teen-age children	Family governs its lives and activities	Work in white and blue-collar jobs	Above average in pre-school kids	Most affluent of the Urban Midscale clusters
Ethnic Diversity	<i>Mixed</i>	<i>Dominant White, High Asian</i>	<i>Dominant White, High Asian</i>	<i>Ethnically Diverse</i>	<i>Dominant White, High Asian</i>	<i>Predominantly White, High Asian & Hispanic</i>
Family Type	<i>Married Couples w/Children</i>	<i>Married Couples w/Children</i>	<i>Married Couples w/Children</i>	<i>Single Parents, Married Couples with Children</i>	<i>Married Couples</i>	<i>Married Couples and Singles</i>
Key Housing Type	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>	<i>Owners Single Unit</i>	<i>Renters, Owners Single Unit</i>	<i>Owners Single Unit</i>	<i>Renters Multi-Unit 2-9 and 10+</i>
Predominant Age Ranges	<i>Mixed</i>	<i>25 to 54</i>	<i>Under 18, 35 to 54</i>	<i>Under 14, 25 to 44</i>	<i>45 to 64</i>	<i>25 to 44, 65+</i>
Education	<i>Some College</i>	<i>College Graduates</i>	<i>College Graduates</i>	<i>High school, Some College</i>	<i>College Graduates</i>	<i>College Graduate</i>
Employment	<i>White-Collar</i>	<i>Professional</i>	<i>White Collar / Professional</i>	<i>White-Collar / Blue-Collar</i>	<i>Professional</i>	<i>Professional / White-Collar</i>
Median Income	<i>Upper Middle / \$51,700</i>	<i>Wealthy / \$80,000</i>	<i>Affluent / \$61,600</i>	<i>Middle / \$39,700</i>	<i>Affluent / \$58,000</i>	<i>Middle / \$40,700</i>
Publications	<i>Home, Motor Trend, Tennis, Working Mother, Business Week, People, Time, Vogue, Life</i>	<i>Newsweek, Food & Wine, Metropolitan Home, Travel & Leisure, Forbes, PC World, Inc.</i>	<i>Skiing, Money, Business Week, Working Woman, Baby Talk, GQ, Consumer's Digest, Personal Computing</i>	<i>Car Craft, Sport, Baby Talk, Photo Magazines, Shape, Organic Gardening, Vogue, Vanity Fair</i>	<i>Inc., Omni, newspaper business and sports sections, Rolling Stone, Fortune, Runner's World, Town & Country, Bon Appetit</i>	<i>New York Times, Allure, Spin, Essence, Vanity Fair, Gourmet, Conde Nast Traveler, Kiplinger's Personal Finance</i>